



Set-Top Box Market in Brazil 2015-2019

The report analyzes and presents an overview of "**Set-Top Box Market in Brazil 2015-2019** "worldwide.

About set-top box

An STB is a device that is connected to a TV in a user's premise. It enables end-users to receive unencrypted subscribed channels through an addressable system for viewing encrypted channels. The

STB connects a TV to an external signal source and transforms the AV signal into video content, which is displayed on the screen. STBs can convert both analogue and digital signals into NTSC/PAL/SECAM color encoding system. In Brazil, PAL/SECAM color encoding system is used.

Technavio's analysts forecast the set-top box market in Brazil to grow at a CAGR of 37.01% over the period 2014-2019.

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Covered in this report

The report covers the present scenario and the growth prospects of the STB market in Brazil for 2015-2019. The market size is calculated on the basis of the revenue generated from the shipments of STBs in Brazil that include cable, IPTV, and DTH . DTH is the reception of satellite programmes through personal dish. In cable TV, an operator does the transmission. IPTV lets the user to view streaming media over the packet-switched network using Internet Protocol.

Technavio's report, Set-Top Box Market in Brazil 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the landscape of the set-top box market in Brazil and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key vendors

- Albis Technologies
- ARRIS
- Cisco Systems
- Humax
- Kaon Media

Other prominent vendors

- Albis Technology
- Kaon America Latina
- Skyworth Digital Technology

Key market driver : Subsidized STBs in Brazil for population with low resources

Key market challenge :High cost of IPTV and hybrid STB

Key market trend : Increased digitization of television networks

Key questions answered in this report

- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?

- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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